Amendments to the Claims

1. (Currently Amended) A method for providing video advertising where a video-on-demand system receives a request from a target viewer for selected video content, and in response, transfers the selected video content in a video stream to the target viewer, the method comprising:

selecting video advertising that has a subject matter relation to the selected video content requested by the target viewer;

~~inserting the selected video advertising into the video stream that transfers the selected video content to the target viewer;~~

determining an insertion point in the selected video content for the selected video advertising;

transferring the selected video content to ~~the~~ a target viewer device over a first transport system and transferring the selected video advertising to the target viewer device over a second transport system, wherein the first transport system uses greater bandwidth for video transfer than the second transport system; ~~and~~

transferring the insertion point to the target viewer device;

storing the selected video advertising in video storage of the target viewer device;

transferring the selected video content in the video stream from the target viewer device to a display device;

interrupting the transferring of the selected video content in the video stream at the insertion point;

retrieving the selected video advertising from the video storage;

inserting the selected video advertising into the video stream;

resuming the transferring of the selected video content in the video stream at the insertion point; and

disabling fast-forward capability when the selected video advertising is displayed.

2-4. (Canceled)

5. (Previously Presented) The method of claim 1 further comprising selecting the selected video advertising based on a viewer profile for the target viewer.

6. (Canceled)

7. (Currently Amended) The method of claim 1 further comprising caching the video advertising using [[a]] <u>the video storage of the</u> target viewer device.

8. (Original) The method of claim 1 further comprising displaying the selected video content and the selected video advertising to the target viewer.

9. (Canceled)

10. (Original) The method of claim 1 further comprising re-displaying the selected video advertising after rewinding the selected video content.

11. (Currently Amended) The method of claim 1 further comprising receiving the request from the target viewer for the selected video content, and in response, transferring the selected video content in the video stream to the target viewer <u>device</u>.

12. (Currently Amended) A video advertising insertion system where a video-on-demand system receives a request from a target viewer for selected video content, and in response, transfers the selected video content in a video stream to the target viewer, the video advertising insertion system comprising:

a target viewer device comprising video storage;

a processing system configured to select video advertising that has a subject matter relation to the selected video content requested by the target viewer, to determine an insertion point in the selected video content for the selected video advertising, to transfer the insertion point to the target viewer device, and to disable fast-forward capability when the selected video advertising is displayed;

~~an interface configured to insert the selected video advertising into the video stream that transfers the selected video content to the target viewer;~~

a first transport system configured to transfer the selected video content to the target viewer device; and

a second transport system configured to transfer the selected video advertising to the target viewer device, wherein the first transport system uses greater bandwidth for video transfer than the second transport system;

wherein the target viewer device is configured to store the selected video advertising in the video storage, transfer the selected video content in the video stream to a display device, interrupt the transfer of the selected video content in the video stream at the insertion point, retrieve the selected video advertising from the video storage, insert the selected video advertising into the video stream, and resume the transferring of the selected video content in the video stream at the insertion point.

13-16. (Canceled)

17. (Currently Amended) The video advertising insertion system of claim 16 wherein the ~~target viewer device further comprises a~~ video storage ~~medium~~ is configured to cache the selected video advertising.

18. (Currently Amended) The video advertising insertion system of claim 12 further comprising [[a]] the display device ~~configured to display the selected video content and the selected video advertising to the target viewer~~.

19. (Canceled)

20. (Currently Amended) The video advertising insertion system of claim 12 wherein the processing system and the ~~interface~~ target viewer device are configured to re-display the selected video advertising after rewinding the selected video content.

21. (Currently Amended) The video advertising insertion system of claim 12 further comprising the video-on-demand system configured to receive the request from the target viewer for the selected video content, and in response, transfer the selected video content in the video stream to the target viewer device.

22-27. (Canceled)